

FIG. 1

105

OPERATOR IDENTIFIER <u>201</u>	AUTHORIZATION CODE <u>203</u>
AB 22D	AC1B2
2C A43	BCA22
BA 1C4	AB2C1
3B A22	CCA3B
AA 32B	BA1A3

FIG. 2

107

PRODUCT IDENTIFIER 301	SUGGESTIVE SELL FILE LOCATION 303	SUGGESTIVE SELL CONTENT 305	SUGGESTIVE SELL PRICE 307	SUGGESTIVE SELL CRITERION 309	SUBSTITUTE PRODUCT IDENTIFIER 311	SUGGESTIVE SELLS OFFERED 312	SUGGESTIVE SELLS ACCEPTED 314
A1	C:\ISS_A1	"BUY NOW AND SAVE 25 CENTS ON A1 COLA"	\$0.50	AVG. DEMAND < 6 / 24 HOURS	B3	5	5
A2	C:\ISS_A2	"WHY NOT TRY PETE'S PRETZELS FOR ONLY 50 CENTS"	\$0.50	AVG. DEMAND = 0 / 24 HOURS	B2	6	2
A3	C:\ISS_A3	"TRY THE DELICIOUS COOKIES IN A3"	\$0.65	AVG. DEMAND < 1 / 12 HOURS	B1	4	3
B1	C:\ISS_B1	"NOTHING BEATS WHAT'S IN B1"	\$0.60	AVG. DEMAND < 2 / 24 HOURS	A3	1	0
B2	C:\ISS_B2	"TRY CHIP'S CHIPS AND SAVE 30 CENTS"	\$0.45	AVG. DEMAND < 2 / 24 HOURS	A2	0	0
B3	C:\ISS_B3	"ENJOY A GRAPE SODA FOR ONLY 55 CENTS"	\$0.55	AVG. DEMAND < 1 / 12 HOURS	A1	5	4

FIG. 3

109

PRODUCT IDENTIFIER 401	ORIGINAL INVENTORY 403	CURRENT INVENTORY 405	PRICE 407	STOCK DATE 409	RESTOCK DATE 411	PRODUCT EXPIRATION DATE 413
A1	25	11	\$0.75	9/12/98	9/15/98	9/30/98
A2	16	12	\$0.75	9/12/98	9/15/98	9/16/98
A3	15	7	\$0.85	9/12/98	9/15/98	9/20/98
B1	18	14	\$0.80	9/12/98	9/15/98	9/20/98
B2	14	0	\$0.75	9/12/98	9/15/98	9/20/98
B3	25	23	\$0.75	9/12/98	9/15/98	9/30/98

FIG. 4

PRODUCT IDENTIFIER 501	AVERAGE TIME FOR RECEIPT OF CREDITS (SEC.) 502	AVERAGE SELECTION TIME (SEC.) 503	CURRENT AVERAGE DEMAND RATE 505
A1	2.2	3.9	7 / 24 HOURS
A2	2.2	6.2	1 / 12 HOURS
A3	2.2	5.1	2 / 12 HOURS
B1	2.2	5.5	2 / 24 HOURS
B2	2.2	2.6	7 / 24 HOURS
B3	2.2	4.4	1 / 24 HOURS

FIG. 5

113

PRODUCT IDENTIFIER 601	PRODUCT SELECTION 603	AVERAGE SALE PRICE 605
A1	14	\$0.75
A2	4	\$0.75
A3	8	\$0.85
B1	4	\$0.80
B2	21	\$0.75
B3	2	\$0.66

FIG. 6

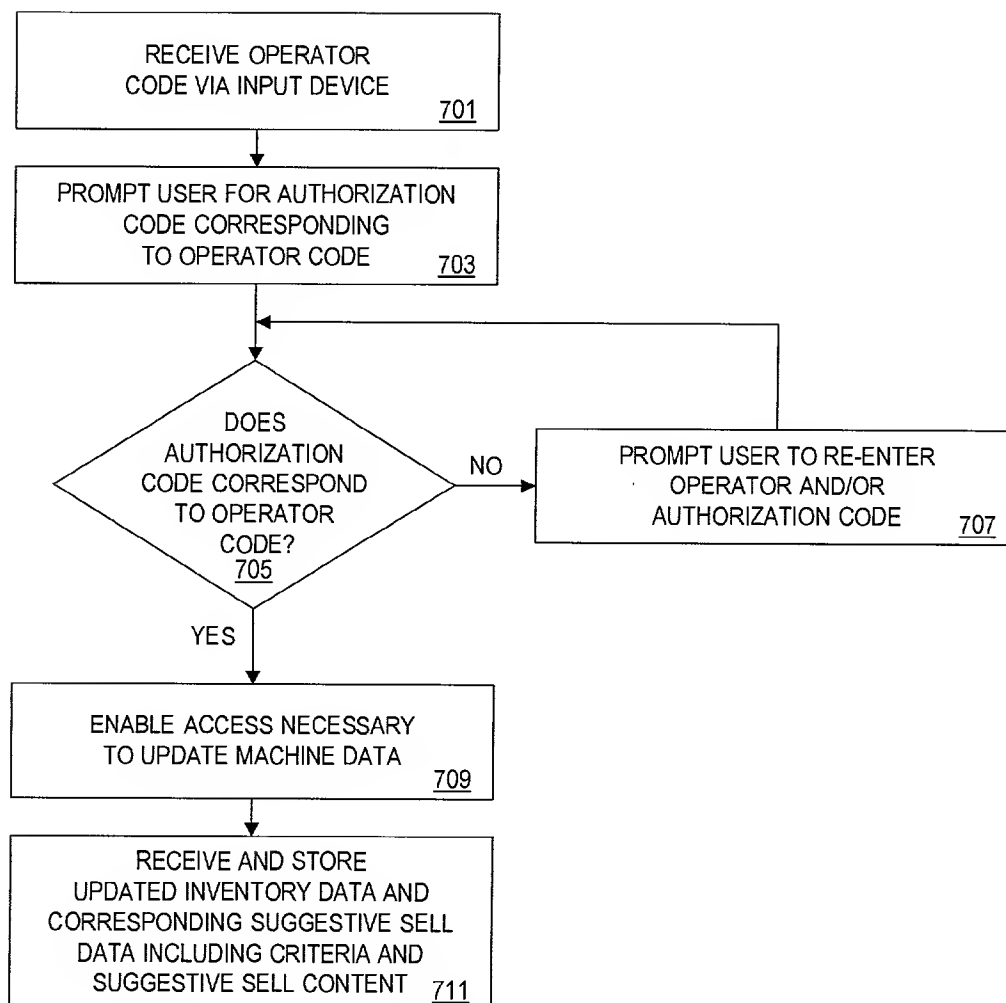
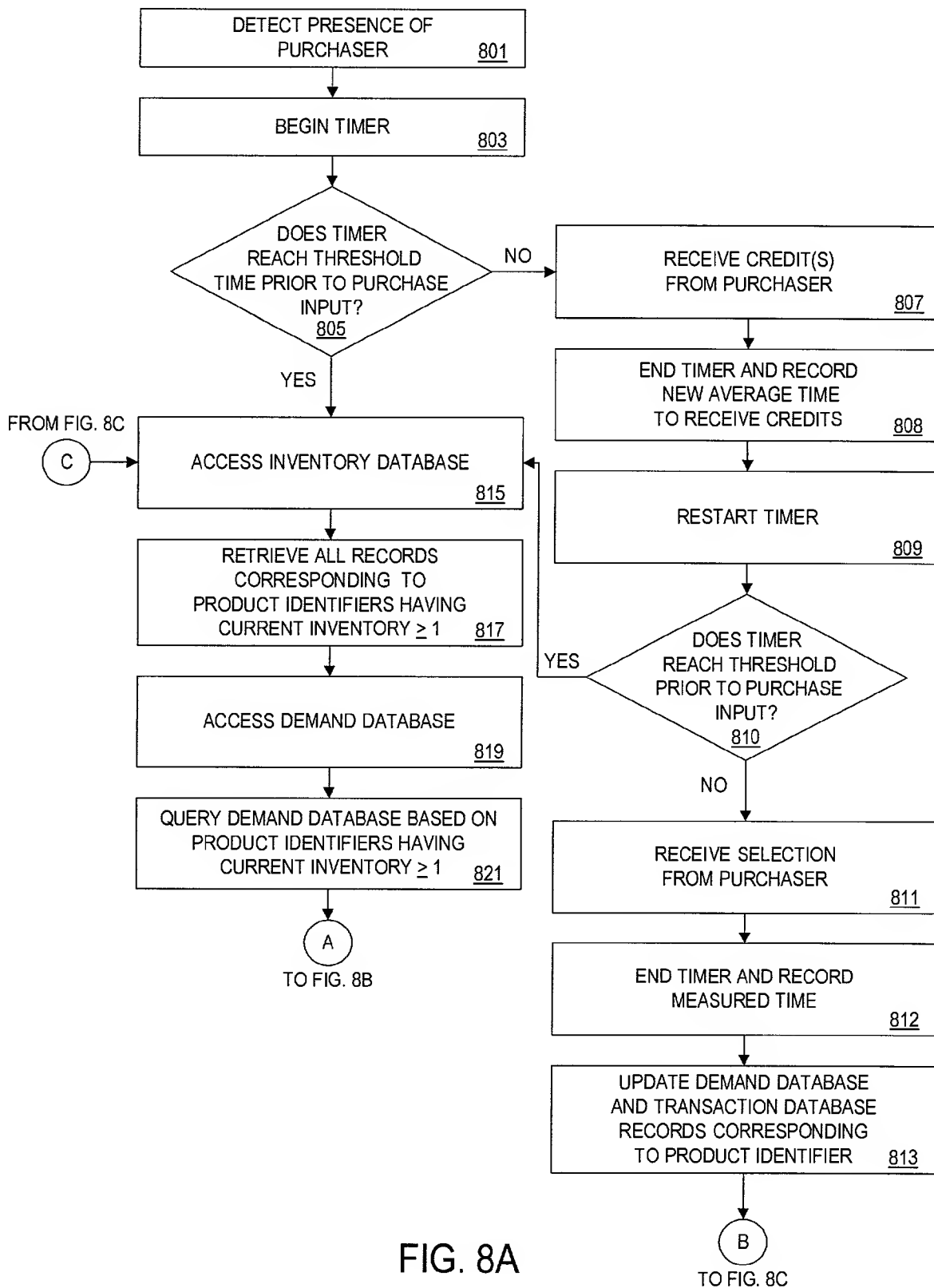


FIG. 7





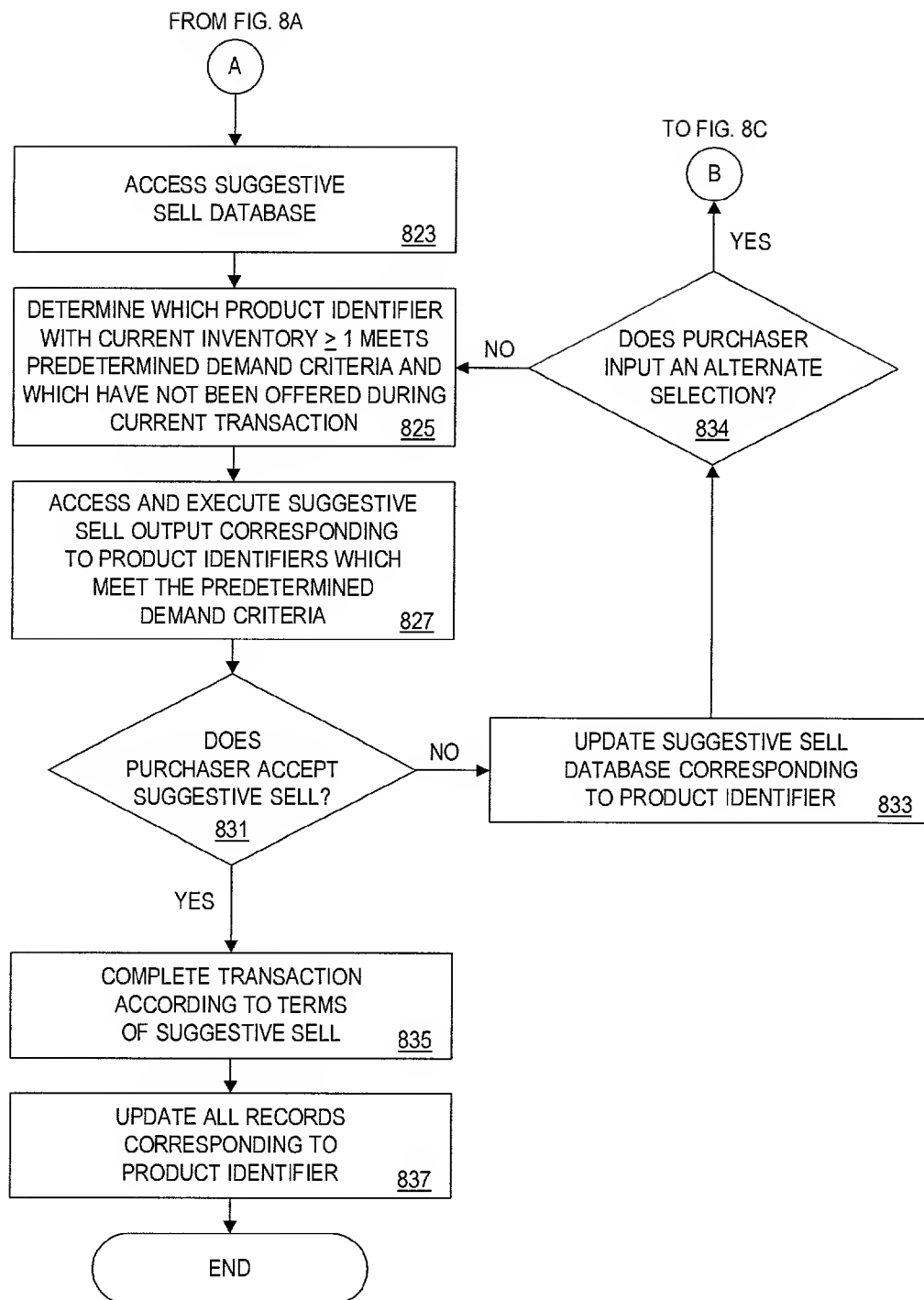


FIG. 8B

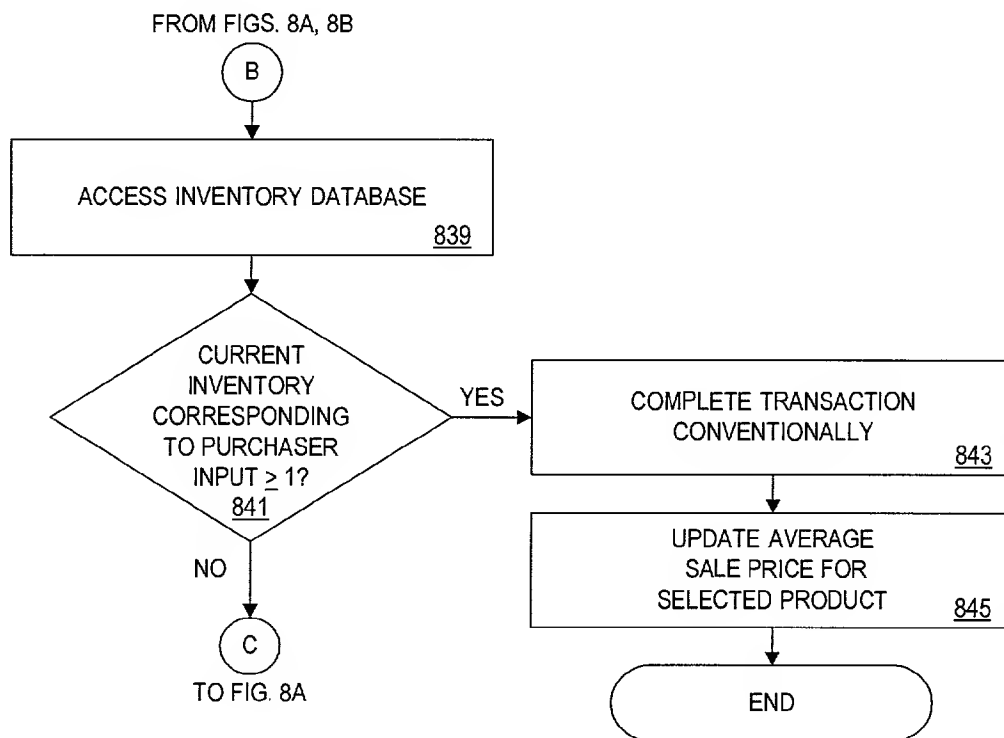


FIG. 8C